WizData Case Study:

Trend Analysis for For Retail Industry

About Company:

IT Resources ("ITR") is a software and services organization dedicated to providing merchandising solutions for the retail industry. ITR's client base is some of the largest national retail chains.

Business Problem:

WizData was engaged to develop an optimization model for predicting the initial assortment mix based on historical data.

Approach:

- Develop a model that employs data mining techniques to extract information about historical trends;
- Analyze prior performance and develop the best matching assortment curve;
- Produce results specific to each store and store rank.

Results:

- The newly developed algorithm saves time spent on creating assortments. The module developed was integrated into a recent version of ITR's Buyer's Workmate Suite and has been rolled out to several clients.

About us:

WizData Systems provides business analytics and modeling solutions that optimize business processes, maximize efficiency and reduce operational costs for our clients in the manufacturing, banking, finance, insurance and retail industries.